

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
August 19, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, V.P.	Oasis of Hollywood
	Frank Stephan, Treasurer	The Clarett Group
	Aziz Banayan	Algert Co., Inc.
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Neelura Bell	CRA/LA - (Ex-officio Member)
	David Green	Nederland Organization - (Ex-officio Member)
Directors Absent	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Greg Angelo	METRO
	Chris Bonbright	Whitley Court Partners
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Don Mushin	Hollywood Toyota
	Monica Yamada	CIM Group, Inc.
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Devin Strecker	HPOA
	Joe Mariani Jr.	HPOA
Guests	None	

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:07 p.m.

II. Public Comment

There was no public comment given.

III. Approval of Minutes

It was moved by Jose Malagon, seconded by Jan Martin and CARRIED to approve the minutes from the Board's June 17, 2010 meeting. Unanimously approved.

IV. Treasurer's Report

A. Treasurer's Report for July 31, 2010: Frank Stephan reported this year assessments are ahead of project by approximately \$15,000. Additionally, if expenditures continue as planned the board should finish the year with just over \$178,000 in the bank.

It was moved by John Tronson, seconded by Jose Malagon and CARRIED to approve the Treasurer's Report from July 31, 2010. Unanimously approved.

V. Committee/Activity Reports

A. Streetscape Committee

1. Side and Backstreets Project Update: Sarah MacPherson reported that she has been corresponding with the Sunset and Vine apartments regarding their deceased trees on Selma Ave. MacPherson said the BID has offered to replace the trees during the side and backstreets project, for the apartment complex if they will reimburse the BID for the costs. MacPherson is still awaiting a response from the representative at the apartments.

2. Urban Design Guidelines General Discussion: Hearings for the guidelines will occur during Fall 2010.

3. Streets to Feet Project: Hollywood Community Studio will be closing Hudson Avenue and converting it into a pocket park for the period of September 17-23. The Studio has asked that the BID loan them the public patio furniture for the duration of the exhibit. MacPherson will be working with the studio to coordinate the placement/removal of the furniture.

4. Tree-well Grading: MacPherson is currently working with Mitch O'Farrell and Jeff Briggs to find a way for the BID to fill below grade tree-wells with Decomposed Granite. Since the wells are the property of the City, MacPherson is trying to go through the right channels to obtain an A-Permit for the job and ensure that the HPOA is not held liable for the wells.

B. Marketing Committee

1. Demographic Research Project Update: Morrison distributed to the board the executive summary of the final report conducted by BW and True North Research. Morrison is currently trying to convene a meeting of the steering committee so they can sit down and determine what should be done next with the information collected.

2. Visitors' Guide Update: Devin Strecker reported that the financial costs for this year's map have been met. Strecker is waiting on the approval of one final proof, and then hopes to send the map to the printer's soon. Maps should be available sometime in early September.

3. Retail Recruitment Strategy Meeting: Morrison discussed with the board the idea of a retail recruitment program for the BID. Morrison reviewed a presentation which she

and Neelura Bell had been working on that showed the benefits from such a program. Morrison suggested that the Marketing Committee might be in the best position to take closer look to determine how to best utilize the information gathered.

4. LOHO Initiative: Tej Sundher and Devin Strecker discussed with the board the LOHO (Locals Only Hollywood Offer) initiative. The idea was first started by the Chamber's tourism committee and was designed to market Hollywood specifically to locals in the surrounding area. The campaign will consist of radio and billboard advertising. John Tronson said he felt the initiative was a great idea, but that it should encompass not just Hollywood attractions, but restaurants as well. Sundher assured the board that the committee is reaching out to both attractions and restaurants in the area, in order to ensure locals are provided with a variety of offers. In order to support the campaign the committee is looking for support from various organizations, and would like the BID to contribute \$5,000 toward the initiative.

It was moved by John Tronson, seconded by Jose Malagon and CARRIED to allocate \$5,000 from the Marketing Activities budget to support the LOHO initiative. Unanimously approved.

C. Security Committee

1. Security Committee Update: Tronson gave an overview of activities and reports from the committee's last meeting. Captain Girmala reported during the meeting that crime has continued to stay down in the Hollywood area. The Captain also reiterated the LAPD's commitment to the safe sidewalks initiative. Tronson also informed the board that there have been talks of a potential lawsuit being filed against the City. Morrison also mentioned that she is going to have the committee work with LAPD to see if there is a possibility to have another surveillance camera placed at the corner of Hollywood and Argyle.

2. Hollywood Safe Sidewalks Initiative Update: Tronson reported that the Bureau of Street Services will be taking a care of A-frame signs along the boulevard, and will also be looking at tour bus operators, to ensure they are following the laws.

3. Vine Metro Plaza: Morrison had recently met with representatives from Metro, the W, LAPD, Andrews International, and the Los Angeles Sheriffs to discuss on-going issues in the plaza. Since the meeting the Sheriffs have stepped up their enforcement efforts, and are doing their best to ensure that illegal activities do not occur in the area. Morrison reported that Metro is also looking at putting up signs in the area that would warn individuals that loitering is prohibited.

4. Meetings with Public Counsel re/ Homeless Youth Issues: Morrison reported that she and Steve Seyler have met with Public Counsel twice. Recently an incident occurred where a couple of BID Patrol officers were attacked while trying to arrest a homeless youth in the area. Following the incident Morrison and Seyler met with My Friend's Place to discuss the situation and related issues with MFP staff. It was a helpful discussion for all. Following their meeting, it was agreed by both parties, the BID officers as well as the youth in the area, would undergo training with Public Counsel to educate both groups on their rights.

D. Nominating Committee

1. Announcement of Slate: Morrison reported that the slate is currently being prepared to be mailed out to the property owners in the BID. The recommended candidates: Chris Bonbright, Michael Gargano, John Lyons, Galo Medina, Luis Pellicia. Jose Malagon and Aziz Banayan have decided to not return for another term.

VI. Old Business

None

VII. New Business

A. General Discussion Regarding Treatment of Assessment Formula for 2011-12: Morrison explained to the board that they would need to consider how they are going to handle the assessments for the 2011-12 year. With new square footage being added to the database, due to the recent developments (W Hotel, JPI, etc.) the board will need to determine if they will assess the new square footage and maintain assessments at their current rate, or lower current assessments.

VIII. Report from Executive Director

A. Whistle-blower Policy Update: Morrison informed the board that the Sarbanes-Oxley policy is not required, but is recommended for non-profit organizations. Morrison distributed to the board an example of a whistle-blower policy the organization could use. Ron Radachy offered to assist Morrison in further developing the final policy for the organization.

B. Slip-Fall Incident on WOF: Morrison reported that there was a slip and fall incident that occurred on May 4, 2009 in front of the Galaxy Complex (7021 Hollywood Blvd.). The plaintiff is suing the City, Chamber, Clean Street, and has recently listed the HPOA in the lawsuit as well. Morrison and MacPherson will be meeting with the attorney to discuss the case later next week.

C. Municipal Lobbying Ordinance: The BIDs are still trying to apply for a blanket exemption from the ordinance. Council members Eric Garcetti and Janice Hahn are following up with the Ethics Commission to try and understand their reasoning for including BIDs in the ordinance. Morrison is still awaiting a response on this issue.

D. Open House for New Office: Morrison reported that the new office move is complete. The staff will be hosting an open house for all board members to attend and see the new office on October 7, 2010.

E. PAL Dinner: Smith invited all board members to attend the PAL Annual Fund Raiser Dinner on Thursday, September 16, 2010 at the Music Box. The event will take place following the Board's September meeting.

IX. Next Meeting

The next meeting is scheduled for Thursday, September 16, 2010 at 3:30 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 5:43 p.m.